AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A system for providing a programming signal containing a program and at least one address identifying online content relating to the program from an online information source, the system comprising:

an encoder, wherein the encoder encodes the address, ~~and~~ the program, and timing indicia for controlling when the address is used for retrieving online content relating to the program into the programming signal; and

a transmitter for transmitting the programming signal;

wherein, the address can be used to automatically retrieve and play online content to a user in conjunction with the program.

2.   (Original)   A system as described in claim 1, wherein the encoder and the transmitter are located at a Web hosting site.

3.   (Canceled)

4.   (Original)   A system as described in claim 1, wherein the program is a previously recorded program on a recording medium.

5-7.   (Canceled)

8.   (Original)   A system as described in claim 1, wherein the address is an Internet URL, the URL identifying the online information source which is an Internet site.

9-10.   (Canceled)

11.   (Original)   A system as described in claim 1, wherein the online information source is an Internet service provider.

12-23. (Canceled)

24.   (Original)   A system as described in claim 1, wherein the program comprises video and audio and the encoder embeds the address in a non-presented portion of the program.

25-29. (Canceled)

30.   (Original)   A system as described in claim 1, wherein the programming signal is in digital format.

31-56. (Canceled)

57.   (Currently Amended) A method for providing a programming signal containing a program and at least one address identifying online content relating to the program from an online information source, the method comprising:

combining the address, and the program, and timing indicia for controlling when the address is used for retrieving online content relating to the program into the programming signal;

and transmitting the programming signal to a user;

wherein, the address can be used to automatically retrieve and play online content to the user in conjunction with the program.

58-63. (Canceled)

64.   (Original)   A method as described in claim 57, wherein the address is an Internet URL, the URL identifying the online information source which is an Internet site.

65-66. (Canceled)

67.   (Original)   Original. A method as described in claim 57, wherein the online information source is an Internet service provider.

68-79. (Canceled)

80.   (Original)   A method as described in claim 57, wherein the program comprises video and audio and the address is embedded in a non-presented portion of the program.

81-85. (Canceled)

86.   (Original)   A method as described in claim 57, wherein the programming signal is in digital format.

87.   (Original)   A method as described in claim 57, wherein the programming signal is in analog format.

88-112. (Canceled)

113.   (Currently Amended) A computer readable medium containing instructions for providing a programming signal containing a program and at least one address identifying online content relating to the program from an online information source, by:

combining the address, and the program, and timing indicia for controlling when the address is used for retrieving online content relating to the program into the programming signal;

and transmitting the programming signal;

wherein, the address can be used to automatically retrieve and play online content to the user in conjunction with the program.

114.   (Original)   A computer readable medium as described in claim 113, wherein the steps of combining and transmitting are performed at a Web hosting site.

115.   (Canceled)

116.   (Original)   A computer readable medium as described in claim 113 wherein the program is a previously recorded program on a recording medium.

117-119. (Canceled)

120.   (Original)   A computer readable medium as described in claim 113, wherein the address is an Internet URL, the URL identifying the online information source which is an Internet site.

121-122. (Canceled)

123.   (Original)   A computer readable medium as described in claim 113, wherein the online information source is an Internet service provider.

124-135. (Canceled)

136.   (Original)   A computer readable medium as described in claim 113, wherein the program comprises video and audio and the address is embedded in a non-presented portion of the program.

137-141. (Canceled)

142.   (Original)   A computer readable medium as described in claim 113, wherein the programming signal is in digital format.

143.   (Original)   A computer readable medium as described in claim 113, wherein the programming signal is in analog format.

144-168. (Canceled)

169.   (Currently Amended) A method for transmitting to a viewer video programming and at least one address useable for retrieving over a network from at least one server on the network on-line information segments having content related to the video programming for viewing in respective predetermined timing relationship with the video programming, comprising the steps of:

    providing the at least one address;

    generating a signal carrying the video programming;

    encoding the signal to carry the at least one address, and timing indicia for controlling when the address is used for retrieving online content relating to the program in respective specified timing relationship with the video programming; and

    transmitting the signal encoded with the at least one address to a viewer, wherein, the address can be used to automatically retrieve and play online content to the user in conjunction with the program.

170.   (Canceled)

171.   (Currently Amended) A method as described in claim 169, further comprising the steps of creating at least certain ones of the on-line information segments retrievable from respective ones of the at least one server, storing the created on-line information segments at respective ones of the at least one network server, providing at least one address for retrieving the created on-line information segments, and encoding the signal to carry the at least one address and timing indicia for retrieving the created on-line information segments in respective specified timing relationship with the video programming carried thereon before transmission thereof to the viewer.

172.   (Original)   A method as described in claim 169, wherein the decoding of the encoded signal is carried out in proximity to where the viewing of the video programming and the on- line information segments takes place.

173.   (Original)   A method as described in claim 169, wherein the decoding of the signal is carried out remotely from where the viewing of the video programming and the related on-line information segments takes place, and the at least one address extracted from the encoded signal is provided to the viewer over the network.

174.   (Original)   A method as described in claim 169, wherein the network comprises the Internet; the at least one address comprises at least one uniform resource locator; the at least one server comprises at least one Internet web site; and the on-line information segments comprise at least one web page retrieved over the Internet from the at least Internet web site using the at least one uniform resource locator.

175-180. (Canceled)

181.   (Currently Amended) A system for transmitting to a viewer video programming and at least one address for retrieving over a network from at least one network server on the network on-line information segments having content related to the video programming for viewing in respective predetermined timing relationship with the video programming, comprising:

a source of the at least one address;

a source of a signal carrying the video programming;

an encoder responsive to the source of the at least one address for encoding the signal carrying the video programming to carry the at least one address and timing indicia for controlling when the address is used for retrieving online content relating to the program in respective specified timing relationship with the video programming; and

a broadcast system for transmitting the encoded signal to a viewer, wherein the address can be used to automatically retrieve on-line information segments over the network from the at least one server for viewing in respective predetermined timing relationship with viewing of the video programming.

182.   (Currently Amended) A system as described in claim 181, further comprising a computer coupled to the network for creating at least certain ones of the on-line information segments and for sending the created on-line information segments to respective ones of the at least one server on the network for storage therein, wherein the encoder encodes the signal with at least one address and timing indicia for retrieving the created on-line information segments in respective specified timing relationship with the video programming.

183.   (Original)   A system as described in claim 181, wherein the network comprises the Internet; the at least one address comprises at least one uniform resource locator; the at least one server comprises at least one Internet web site; and the on-line information segments comprise at least one web page retrieved over the Internet from the at least one Internet web site using the at least one uniform resource locator.

184-186. (Canceled)

187.   (Original)   A system as described in claim 181, herein the signal is a television signal.

188.   (Original)   A system as described in claim 181, wherein the television signal is analog.

189.   (Original)   A system as described in claim 181, wherein the television signal is digital.

190.   (Canceled)

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